

CRANE TRANSPORTATION GROUP

Central Valley Office:
2621 E. Windrim Court
Elk Grove, CA 95758
(916) 647-3406 *phone*
(916) 647-3408 *fax*

San Francisco Bay Area Office:
6220 Bay View Avenue
San Pablo, CA 94806
(510) 236-9375 *phone*
(510) 236-1091 *fax*

MEMORANDUM

TO: Greg Allen (gallen@farniente.com)
Donna Oldford/Plans4Wine (dboldford@aol.com)

FROM: Mark D. Crane, P.E.

DATE: September 26, 2019

RE: **TRAFFIC FLOW TO/FROM 3 MAJOR EVENTS AT NICKEL & NICKEL WINERY**

I. OVERVIEW

At the request of Nickel & Nickel Winery, Crane Transportation Group has projected traffic flow to/from three yearly major marketing events and the expected circulation impacts. They are:

- A 900-person event (322 vehicles) in February.
- A 900-person event (322 vehicles) in April.
- A 1,000-person event (358 vehicles) in August.

Each event would extend from 10:00 AM to 6:00 PM and each guest or group would receive an invitation time to arrive by half hour increments. All events would have free shuttle bus service to/from the Veterans Home in Yountville, although valet parking would be available for guests driving directly to the winery. Valet parking would be on site. The vast majority of guests would be expected to come from south of the Napa Valley and, based upon past experience, would avail themselves of the shuttle bus service in Yountville. Most guests arriving to or departing from the Veterans Home shuttle service would be traveling on the four-lane section of SR 29 south of Yountville.

II. SUMMARY OF FINDINGS

The three major Nickel & Nickel marketing events will occur in separate months (two to four months apart). Therefore, based upon past direction from County Public Works, marketing event circulation system operations is only required if two or more events of the same size occur during the same month, which is not the case with Nickel & Nickel's largest marketing events. In addition, Nickel & Nickel's two 900-guest events and single 1,000-guest event would only result

in 5-10 more vehicles per hour on the Nickel & Nickel driveway between 11:00 AM and 5:00 PM than normal winery activities during a harvest Friday or Saturday. This assumes shuttle bus use for most guests and the winery having no other activities during the day. Therefore, there should be no significant difference in hourly traffic operations at the Nickel & Nickel driveway during the three yearly events than during regular Friday or Saturday operations during harvest. It should also be noted that the level of major event hourly traffic on the Nickel & Nickel driveway (three times per year) would be only 20-50 percent of the hourly traffic that is currently using the nearby Robert Mondavi Winery guest driveway on a regular basis.

III. EVENT TRAFFIC DETAILS

A. 900-GUEST EVENT – NICKEL & NICKEL DRIVEWAY VOLUMES

- A 900-person event would result in about 325 guest vehicles (using County auto occupancy factors).
- Inbound event traffic would occur over about eight hours (starting at 9:30 AM and ending about 4:30 PM). Most would arrive from the south and would be expected to use the shuttle service from the Veterans Home. This would result in about 15 inbound vehicles per hour (10 cars & 5 shuttle buses) on the winery driveway.
- Outbound event traffic would also occur over eight hours (starting at about 11:30 AM and ending about 6:30 PM). This would result in about 15 outbound vehicles per hour (10 cars and 5 shuttle buses) on the winery driveway.
- **Figure 1** presents typical steady state traffic flow to/from the Nickel & Nickel Winery during a midday hour (11:00 AM-12:00 noon) during one of the two 900-person events. As shown, the winery driveway would experience about 10 inbound and 10 outbound guest autos, with 5 inbound and 5 outbound shuttle buses traveling to/from the Veterans Home guest parking. Total – about 15 inbound and 15 outbound, or **30 two-way vehicles per hour** on the winery driveway from about 11:00 AM to 5:00 PM.
- In comparison, **Table 1** shows that recent Friday and Saturday (September 13 & 14, 2019) counts at the Nickel & Nickel driveway from 11:00 AM to 6:00 PM are similar to or somewhat lower than the hourly volumes that would be accessing the winery for a 900-guest event. Average hourly volumes now accessing the winery on typical harvest days are about 25 vehicles per hour on a Friday and 20 vehicles per hour on a Saturday.
- **Figure 1** also shows that a 900-guest event would result in about 60 inbound and 60 outbound guest vehicles per hour accessing the Veterans Home parking, with 5 inbound and 5 outbound shuttle buses per hour. Most guest vehicles would be traveling on the four-lane section of SR 29, with a smaller increment to/from local area hotels.

B. MONDAVI WINERY DRIVEWAY VOLUME COMPARISON

- **Table 1** shows the number of vehicles now accessing the Robert Mondavi Winery guest driveway on the west side of SR 29 opposite the Nickel & Nickel Winery during the same September Friday and Saturday. As shown, two-way traffic on the Mondavi guest driveway between 11:00 AM and 6:00 PM ranged from 59-102 vehicles on Friday and from 70-160 vehicles on Saturday. Thus, the two yearly 900-guest special events at the Nickel & Nickel Winery (from 10:00 AM to 6:00 PM) would only result in about 20-50 percent of the hourly traffic that is now occurring on a regular basis on the Mondavi Winery guest driveway.

C. 1,000-GUEST EVENT – NICKEL & NICKEL DRIVEWAY VOLUMES

- The single 1,000-person yearly event would result in about 360 guest vehicles.
- This single day event would also extend from 10:00 AM to 6:00 PM and have shuttle bus service to/from the Veterans Home in Yountville. On average, the Nickel & Nickel Winery driveway may have 11-12 inbound and outbound guest vehicles per hour, with 5-6 inbound and outbound shuttle buses per hour: total about 34-36 two-way vehicles per hour on the winery driveway. Volumes and impacts would be similar to the two 900-person events.

Table 1

**MONDAVI AND NICKEL & NICKEL WINERIES
TRIP GENERATION COMPARISON**

FRIDAY, SEPT. 13, 2019

	ROBERT MONDAVI WINERY (GUEST ENTRANCE)			NICKEL & NICKEL WINERY		
	IN	OUT	TOTAL	IN	OUT	TOTAL
11:00 AM-Noon	72	30	102	14	17	31
Noon-1:00 PM	43	41	84	14	12	26
1:00-2:00 PM	28	31	59	13	7	20
2:00-3:00 PM	52	41	93	12	11	23
3:00-4:00 PM	40	40	80	9	18	27
4:00-5:00 PM	32	69	101	4	9	13
5:00-6:00 PM	26	54	80	18	15	33

SATURDAY, SEPT. 14, 2019

	ROBERT MONDAVI WINERY (GUEST ENTRANCE)			NICKEL & NICKEL WINERY		
	IN	OUT	TOTAL	IN	OUT	TOTAL
11:00 AM-Noon	51	21	72	13	10	23
Noon-1:00 PM	40	30	70	17	14	31
1:00-2:00 PM	48	52	100	6	5	11
2:00-3:00 PM	56	40	96	11	12	23
3:00-4:00 PM	80	80	160	10	6	16
4:00-5:00 PM	45	71	116	8	9	17
5:00-6:00 PM	32	76	108	6	9	15

Source: Crane Transportation Group